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UNITED STATES PATENT AND TRADEMARK OFFICE
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27 September 2001

Hon. Assistant Commissioner for Patents
Washington, DC 20231

Re: Application For Letters Patent Entitled -- *Method Of Establishing A Commercial Relationship Between A Service Provider And a Potential Consumer Of The Service, Including A Reasoning Criterion, And Method Of Face-To-Face Advertising In A Public Place* --; Pearce, Kenneth F.; Serial No. 09/900,605; Filed July 9, 2001; Docket No. 2001KP246PA

Sir:

Transmitted herewith for filing are the following:

- 1) A Statement Under 37 C.F.R. § 1.56, Form PTO/SB/08A therefor, and copies of the prior-art references indicated therein, with respect to the above referenced United States Application For Letters Patent;
- 2) A Certificate of Mailing; and
- 3) A post card for you to place your official stamp thereon evidencing receipt of the above identified materials.

Submitted respectfully,

A handwritten signature of Kenneth F. Pearce in black ink.

Kenneth F. Pearce
Registration No. 33,026

ens.



(1)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit:	2161)	
)	
Serial No.:	09/900,605)	
)	
Examiner:	Unknown)	STATEMENT UNDER
)	
Inventors:	Pearce, Kenneth)	37 C. F. R. § 1.56
)	
Filed:	07/09/2001)	
)	
Title:	<i>Method Of Establishing A</i>)	
	<i>Commercial Relationship</i>)	
	<i>Between A Service Provider</i>)	
	<i>And A Potential Consumer Of</i>)	
	<i>The Service, Including A</i>)	
	<i>Reasoning Criterion, And</i>)	
	<i>Method Of Face-To-Face</i>)	
	<i>Advertising In A Public Place</i>)	

Hon. Commissioner of Patents and Trademarks
Washington, DC 20231

Sir:

In accordance with 37 C.F.R. § 1.56, the Examiner is advised that the documents enclosed herewith and indicated on Form PTO-SB/08B have come to the attention of the Applicant and are being submitted for consideration by the Examiner.

1) US Patent 6,026,377-Burke describes a system that generates an image representative of a store shelf holding multiple product packages. This image is displayed on the consumer's television. By utilizing a specific television input device, the consumer can zoom in or out, pan left or right or rotate the product responsive to the consumer's desire.

2) US Patent 5,740,549-Reilly, et. al. discloses an information and advertising distribution system. The Reilly system is dedicated solely to supplying predetermined information, news and advertising to and on the screen saver of the receiving computer.

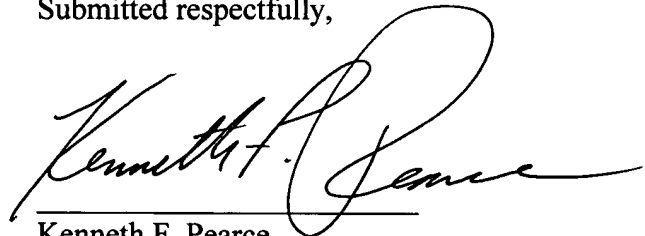
3) US Patent 6,014,634-Scroggie, et. al. teaches a system and method for the distribution, via a computer network, of incentives and shopping aids useful to customers.

4) US Patent 5,743,745-Reintjes discloses a device for playing back short films and/or advertising spots and/or quiz questions and/or answers. The Reintjes invention is installed in stores, entertainment centers or other establishments providing food, drink or entertainment.

5) US Patent-4,706,960-Nowacki, et. al. discloses a combined card and board game. The invention consists of over 205 fields of law, legal categories and legal process as well as legal terminology, and the game is intended to stimulate graduation from law school and the passing of the bar examination.

6) US Patent-4,012,045-Vail enables a board, dice and card game. The game intends to entertain the participants as well as instruct them in the principals of criminal and Constitutional law and procedure.

Submitted respectfully,

A handwritten signature in black ink, appearing to read "Kenneth F. Pearce", written over a horizontal line.

Kenneth F. Pearce
Registration No. 33,026
Applicant

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Complete if Known

Application Number	09/900.605
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Filing Date	07/09/2001
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First Named Inventor	07/09/2001
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Group Art Unit	Pearce, Kenneth
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Examiner Name	2161
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Attorney Docket Number

(use as many sheets as necessary)

Sheet

of

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U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

Date
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U. S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the
United States Postal Service as First Class Mail, postage prepaid, on the

27th day of SEPTEMBER, 2001, in an envelope addressed as
follows:

**Hon. Assistant Commissioner of Patents and Trademarks
Washington, DC 20231**

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